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What is claimed is:

1.   A messaging system comprising:

a means for interfacing two or more parties to the messaging system;

5   a means for creating a customized business transaction comprising a plurality of data fields including an associated plurality of values, wherein a set of the plurality of values is associated with a set of tasks; and

a means for processing the customized business transaction according to the set of tasks associated with the set of the plurality of values, wherein when one 10   of the set of the plurality of values changes the processing means processes a one of the set of tasks corresponding to the one of the set of the plurality of values.

2.   The messaging system of claim 1 wherein the means for interfacing comprises:

15   two or more communication channels; and

an interface database connected to the two or more communication channels to interface the two or more parties to the messaging system.

3.   The messaging system of claim 1 wherein the means for creating a 20   customized business transaction comprises:

a means for associating a set of data fields from a plurality of data fields with the customized business transaction; and

a means for associating a set of values from a plurality of values with the set of data fields, wherein a subset of the set of values is associated with the set of 25   tasks.

4.   The integration messaging system of claim 1, wherein the means for processing the customized business transaction comprises:

a means for continuously searching the set of the plurality of values to

5   determine when one of the set of the plurality of values changes; and

a means for processing one of the set of tasks corresponding to the one of the set of the plurality of values that changed.

5.   The integration messaging system of claim 1 wherein the means for

10   creating a customized business transaction further comprises:

at least one transaction table including a plurality of transaction data fields and a plurality of transaction values and one of the two or more parties inserts a set of transaction data fields from the plurality of transaction data fields and associates a set of transaction values from the plurality of transaction values to the set of

15   transaction data fields to create the customized business transaction;

at least one message including a plurality of messaging data fields and a plurality of messaging values and one of the two or more parties inserts a set of messaging data fields from the plurality of messaging data fields and associates a set of messaging values from the plurality of messaging values to the set of

20   messaging data fields, wherein the at least one message is associated with the customized business transaction; and

a means for associating a subset of the set of tasks to a subset of the set of messaging values.

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6.   The messaging system of claim 5, further comprising:

a means for appending two or more messages to the customized business transaction, wherein a designator is assigned to the customized business transaction and to the two or more messages to associate the two or more

5   messages with the customized business transaction.

7.   An integration messaging system for creating and processing a customized business transaction, the system comprising:

an interface database including two or more channels for accessing the

10   integration messaging system;

a global link hub comprising a plurality of tables having a plurality of data fields corresponding to a plurality of transaction parameters and a plurality of values, wherein a set of values from the plurality of values is associated with a set of data fields from the plurality of data fields to create the customized business

15   transaction;

a process table including a core process and a plurality of processes, wherein a set of the plurality of processes corresponds to a subset of the set of values; and

a processing means to execute the core process to monitor the subset of the

20   set of values and to execute one of the set of the plurality of process corresponding to one of the subset of the set of values when the one of the subset of the set of values changes.

8.   The integration messaging system of claim 7 wherein the global link

25   hub comprises:

one or more transaction tables including a plurality of transaction values associated with a plurality of transaction data fields for creating the customized business transaction;

one or more messages associated with the customized business transaction, the one or more messages including a plurality of messaging values associated with a plurality of messaging data fields and the set of the plurality of processes is associated with a set of the plurality of messaging values.

9.   The integration messaging system of claim 8 further comprising:

a means for assigning a designator to the customized business transaction and to the one or more messages to associate the one or more messages with the customized business transaction.

10.   A customized business transaction comprising:

one or more transaction tables including a plurality of transaction values associated with a plurality of transaction data fields for creating a customized business transaction;

a message including a plurality of messaging values associated with a plurality of messaging data fields and a set of processes associated with a set of the plurality of messaging values to create the message to associate with the customized business transaction for sending and receiving a response.

11.   The customized business transaction of claim 10 further comprising:

two or more new messages appended to the customized business transaction for sending and receiving two or more responses; and

a means for assigning a transaction number to the customized business transaction and to the two or more new messages to associate the two or more new messages with the customized business transaction.

5   12.   A method for implementing the customized business transaction of claim 10, the method comprising:

a process table including a core process and the set of processes corresponding to the set of the plurality of messaging values; and

a processing means to execute the core process to monitor the set of the plurality of messaging values associated with the set of processes and to execute one or more of the set of process corresponding to one or more the set of the plurality of messaging values when the one or more of the set of messaging values changes.

15   13.   An integration messaging system for completing a transaction between an originator and one or more subscribers, comprising:

an interface to interconnect the originator and the one or more subscribers to the integration messaging system via a plurality of communication channels;

a global link hub comprising:

20   a propagation system comprising a plurality of transaction tables, the plurality of transaction tables having a plurality of transaction data fields and a plurality of transaction values wherein the originator inserts a set of transaction data fields from the plurality of data fields and a set of transaction values from the plurality of transaction values; and

a messaging system comprising a plurality of messaging tables, the plurality of messaging tables having a plurality of messaging data fields and a plurality of messaging values wherein the originator or the one or more subscribers inserts a set of messaging data fields from the plurality of data

5   fields and a set of messaging values from the plurality of messaging values for sending one or more messages;

a process database comprising a core process and a plurality of processes associated with a subset of the set of propagation values and a subset of the set of messaging values;

10   a processing means to execute the core process and to execute the plurality of processes;

a plurality of initiators associated with the subset of the set of propagation values and the subset of the set of messaging values, wherein when the originator or one of the one or more subscribers changes one of the subset of the set of

15   propagation values or one of the subset of the set of messaging values one of the plurality of initiators corresponding to the one of the subset of the set of propagation values or the subset of the set of messaging values initiates the core process to execute a one of the plurality of processes corresponding to the one of the subset of the set of propagation values or the subset of the set of messaging values that

20   changed.

14.   A method of transacting electronically using an integration messaging system, the method comprising:

accessing the integration messaging system via one of a plurality of

25   channels;

creating a customized business transaction having a plurality of values associated with a plurality of data fields wherein a set of the plurality of values are associated with a set of processes;

processing the customized business transaction according to the set of

5   processes, wherein when one or more of the set of the plurality of values changes a corresponding one or more of the set of processes is executed.

15.   The method of claim 14, wherein accessing the integration messaging system comprises:

10   connecting to an interface database within the messaging system via a common protocol.

16.   The method of claim 14, wherein creating a customized business transaction comprises:

15   creating a transaction table comprising a set of transaction values associated with a set of transaction data fields; and

creating one or more messages comprising a set of messaging values associated with a set of messaging data fields wherein a subset of the set of messaging values are associated with the set of processes.

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17.   The method of claim 14, wherein processing the customized business transaction comprises:

inserting or changing a data in one or more of the set of the plurality of values;

searching the customized business transaction for a change in one or more of the set of the plurality of values; and

processing one or more of the set of processes corresponding to the one or more of the set of the plurality of values in which the data was inserted or changed.

18   A method of creating a customized transaction using an integration messaging system comprising two or more tables having a plurality of data fields and a plurality of values and a set of tasks, the method comprising:

accessing the integration messaging system;

inserting a set of data fields from the plurality of data fields into at least one of the two or more tables;

associating a set of values from the plurality of values with the set of data fields wherein a subset of the set of values are associated with a subset of the set of tasks; and

associating at least one subscriber to the customized transaction, wherein when the customized transaction is processed the subscriber accesses the customized transaction using the integration messaging system.